

"HVCB Tourism Industry Update" is a bi-weekly briefing of travel news and developments affecting Hawai'i's visitor industry, compiled by the HVCB Market Trends Department.

FOR IMMEDIATE RELEASE

Contact: **Darlene Morikawa**  
dmorikawa@hvcb.org  
808.924.0259

## Inside this issue...

### 1. FEATURE

- ➔ TIA: Study Distinguishes American Travelers' Ideal Vacation

### 2. HAWAII

#### **Consumer Travel Behaviors**

- ➔ Total Passenger Volume to Hawai'i Down Six Points for the Week

#### **Current Industry Developments**

- ➔ HVCB Launches Marketing Campaign to Showcase New Waikiki

### 3. NATIONAL / INTERNATIONAL

#### **Consumer Travel Behaviors**

- ➔ Study: Baby Boomers Have Money and Time

#### **Current Industry Developments**

- ➔ Golden Week Travel Projected to be Down This Spring

### 1. FEATURE

#### ➔ TIA: Study Distinguishes American Travelers' Ideal Vacation

"The Ideal American Vacation Trip," a new study conducted by the [Travel Industry Association of America](#) (TIA) and American Express, revealed the difference between what American travelers actually do on vacation versus what they consider an "ideal" vacation. The study also analyzed the barriers to taking their ideal vacation trip:

#### **The Ideal Vacation Trip**

Overall, rest and relaxation, and spending time with significant others were the most important attributes of an "ideal" vacation trip. The survey also indicated that travelers would like to travel more by air and by ship. Other aspects of an ideal vacation trip are:

- American travel consumers revealed that they would like to double the length of their average vacation trip
- Although "spending time with family" is only one important aspect in a leisure trip, it is currently the most frequent type of vacation taken. Leisure trips characterized as "freedom," "escape," and "spending time with a significant others," are currently not as common.
- An ideal vacation destination for respondents would offer an easy travel experience, a sense of fun and adventure, and local flavor.

#### **The Typical Vacation Trip**

- Roughly 124 million Americans (55% of the adult population) took a vacation trip in the past 12 months
- The typical traveler took three trips in a year
- A typical household spends \$1,500 on a vacation trip
- Average travel distance from home is 1,200 miles.
- Traveling by car is the top form of transportation during a vacation trip, though at least one trip per year is by air.

### **Barriers to an “Ideal Vacation”**

Only half of all respondents in the survey indicated that their last trip was close to being their “Ideal Vacation,” even though nearly 90 percent of travelers were highly satisfied with their trip.

- More than a quarter of respondents indicated that their last trip was considerably short of ideal.
- Money is the largest barrier to taking an ideal vacation, followed by family and work responsibilities.

“The Ideal American Vacation Trip” report is based on a representative sample of 2,500 vacation travelers conducted online in 2006.

## **2. HAWAII**

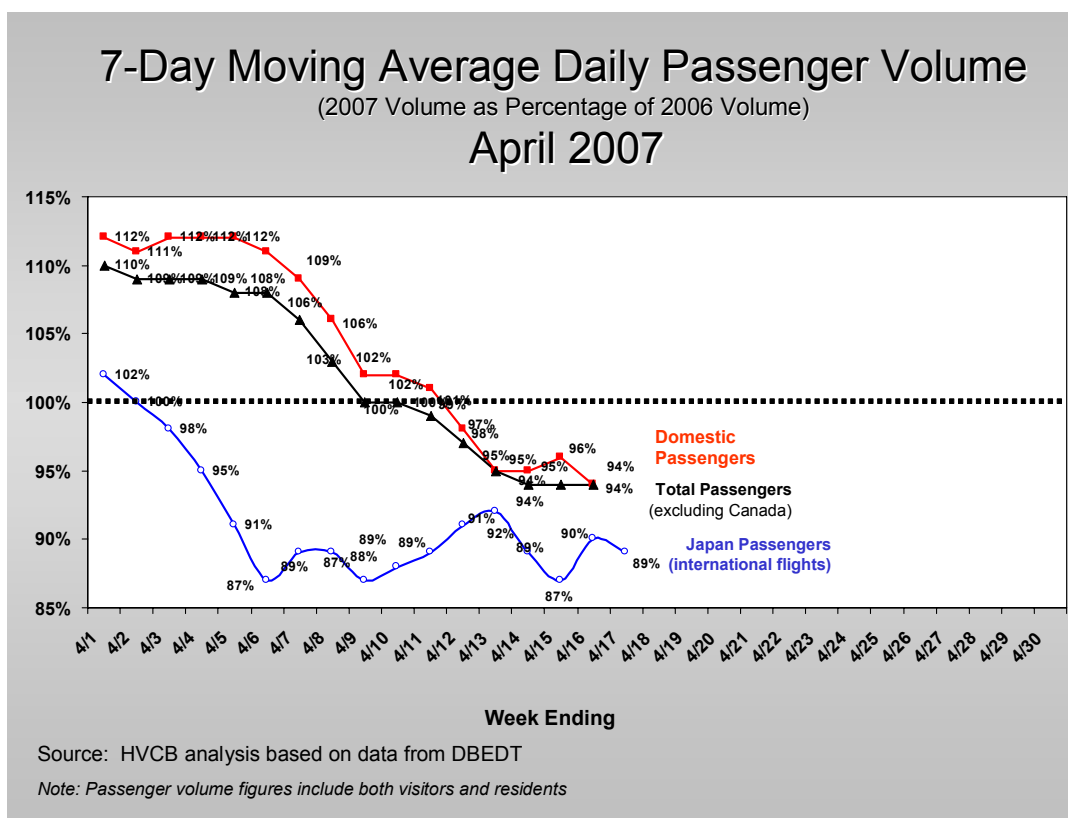
### **CONSUMER TRAVEL BEHAVIORS**

#### **➡ Total Passenger Volume to Hawai'i Down Six Points for the Week**

According to statistics published by the state [Department of Business, Economic Development and Tourism](#), total domestic and international (excluding Canada) passenger volume on nonstop flights to Hawai'i was down six points from prior-year levels for the seven-day period ending April 17, 2007. Total domestic passenger volume ended the period down six points, while nonstop passenger volume from Japan to Hawai'i was down 11 points versus prior-year levels for the week.

For the most recent Seven Day Moving Average chart, visit HVCB's Market Trends Online:

<http://www.hvcb.org/trends>



## ■ CURRENT INDUSTRY DEVELOPMENTS

### ➔ HVCB Launches Marketing Campaign to Showcase New Waikīkī

[HVCB](#) launched a multiyear marketing campaign – *Waikīkī – Share the Experience* – to promote the state’s most recognized resort as more than \$1 billion in renovations start coming to fruition. A contingent of 30 Hawai’i representatives, led by Mayor Mufi Hannemann, will be in New York City this week to promote Waikīkī’s renewal to travel trade professionals, wholesalers, and media. The Waikīkī marketing effort is balancing the destination’s rich heritage with the renewal fueled by the multitude of private and public refurbishments. Special emphasis is being given to highlighting four brand pillars of Waikīkī that appeal to travelers’ interests: activities, cuisine, entertainment, and fashion.

## 3. NATIONAL / INTERNATIONAL

### ■ CONSUMER TRAVEL BEHAVIORS

#### ➔ Study: Baby Boomers Have Money and Time

A new lifestyle and segmentation survey conducted by JWT BOOM and C&R Research (BoomerEyes division) shows that Baby Boomers, the largest demographic segment of the population with 78 million, spend approximately \$2 trillion per year (reported by [Brand Week](#)). In addition, the study also indicated that Boomers not only have more free time, but they also have more financial freedom with an average of \$315 more per month to spend. Other results from the survey include:

- 71% of 50-64 year olds and 84% of 30-49 year olds report “high” Internet usage.
- Boomers said they most often shop online for travel (58%); books (57%); clothes (57%); and electronics (50%).

### ■ CURRENT INDUSTRY DEVELOPMENTS

#### ➔ Golden Week Travel Projected to be Down This Spring

According to the Japan Travel Bureau’s (JTB) Golden Week Travel Trends report, the number of Japanese overseas travelers during Golden Week (April 25-May 5) will equal 548,000, down 0.7 percent from last year (reported by *Travel Journal International*). This decline will end three consecutive years of Golden Week growth. JTB reports that this year’s line-up of national holidays and weekends is not as favorable as last year’s, with one less day of vacation. This has led to higher demand for shorter-haul destinations like China (+3.6% from prior year demand); Hong Kong (+4.4%); Taiwan (+8.3%); Malaysia (+10.0%); and Thailand (+7.1%). Overall, Asian destinations are projected to climb 4.4 percent, with a 56.2 percent share (or 308,000 travelers) of Golden Week travelers. Hawai’i is projected to be down 6.7 percent this year with 42,000 travelers (7.7% share). Top long-haul destinations for Japanese travelers during Golden Week include:

- Europe: 80,000 travelers (-2.4% from Golden Week 2006)
- Hawai’i: 42,000 travelers (-6.7%)
- U.S. Mainland: 41,000 (-4.7%)
- Oceania: 25,500 (-8.9%)

*We welcome any suggestions or comments that you may have that will help us improve the quality of the Tourism Industry Update. Please feel free to share your ideas:*

Darlene Morikawa ✦ [dmorikawa@hvcb.org](mailto:dmorikawa@hvcb.org) ✦ tel. 808.924.0259